

SOCIAL COGNITION (Part 1)

Emellia Fahariah Binti Jamaludin, Farahiyah Binti Mohamad Zuki , Pazarina Binti Musa,
Nazimah Binti Mohamad@Mohd Noor & Nor `Akmar Binti Yunus

Introduction

For centuries, human are constantly thinking in every day, every seconds and everywhere. Nowadays there are many studies of how people think about themselves and their social world. The developmental psychologists also not left out to study the development of social cognition abilities.

So what is social cognition? The term of ‘social’ refers to the characteristic of living organisms that live together in communities and relating to human society and its modes of organization. While the term of cognition can be stated as the awareness brought about by the process of thinking: the act and process of knowing. Hence social cognition can be described as how people process, select, interpret, remember, and use social information to make judgments and decision in social situation. There are two kinds of social cognition; uncontrolled social cognition and controlled social cognition.

Uncontrolled social cognition or also known as ‘Low-Effort Thinking’ is an automatic response of thinking. The thinking is unconscious, unintentional, involuntary and effortless of thoughts, perceptions and assumptions. Like example, we always form impressions of people quickly and effortlessly. Besides we navigate new roads without much conscious analysis of what we are doing. So without we realize, we had been engaged in an automatic analysis of our environments based on past experiences and knowledge of the world. While controlled social cognition or also known as ‘High-Effort Thinking’ is effortful and deliberate, pausing to think about self and environment, and carefully selecting the right course of action. The thinking is conscious, intentional, voluntary, and effortful.

In social progress, people should use the power of thinking to make a paradigm shift in their daily life. Or in other words we called as *let our brain out of the box* when thinking. So that the social cognition or thought will be function by using ‘schemas’ and ‘heuristics’ that may cause to ‘affect’ of person perception and social self.

